

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 091444Z DEC 74

FM AMEMBASSY ASUNCION

TO USDOC WASHDC

INFO SECSTATE WASHDC 4009

UNCLAS ASUNCION 5060

E.O. 11652: N/A

TAGS: BBSR, PA

SUBJECT: WTDR - ICERSA

REF: USDOC 16119

1. ADDRESS: CASILLA POSTAL 374; AVENIDA  
SANTISIMO SACRAMENTO 1293, ASUNCION, PARAGUAY.  
CABLE: ICERSA, ASUNCION. TELEX: 220PY.  
PHONE: 29735, OFFICIAL: ARNALDO CAJES, GENERAL  
MANAJER.

2. LARGE FIRM ESTABLISHED 1968. EMPLOYS 180 OF  
WHICH 10 ARE ADMINISTRATIVE PERSONNEL. BALANCE  
ARE ENGAGED IN MANUFACTURING OPERATIONS.  
MANUFACTURES PLAIN BARBED GALVANIZED WIRE,  
NAILS AND CLAMPS, CORRUGATED AND FLAT GALVANIZED  
SHEET, COLD LAMINATED STEEL SHEET AND WIRE LATHING.

3. FINANCIAL REFERENCES: FIRST NATIONAL CITY  
BANK, CASILLA POSTAL 1174, ASUNCION, PARAGUAY.  
TRADE REFERENCES: CARAVAN TRADING CORPORATION,  
68 NASSAU STREET, NEW YORK, NY 10038.

4. NO FOREIGN FIRMS REPRESENTED.

5. ICERSA IS THE ACRONYM FOR INDUSTRIAL COMMERCIAL  
IMPORTADORA EXPORTADORA REPRESENTACIONES S.A. IT WAS  
ORGANIZED IN 1967 TO CONSOLIDATE VARIOUS BUSINESS  
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ACTIVITIES (IMPORTS, EXPORTS, FOREIGN AGENCIES, ETC.) OF

MR. HUMBERTO DOMINGUEZ. IN 1968 MR. DOMINGUEZ DECIDED TO CONCENTRATE ALL HIS RESOURCES IN MANUFACTURING. HE PURCHASED LAND AND EQUIPMENT, AND OBTAINED AN EXCLUSIVE GOVERNMENT CONCESSION FOR THE MANUFACTURE IN PARAGUAY OF ICIERSA'S PRODUCTS. SINCE 1969 THIS FIRM HAS MADE PROGRESS, AND GRADUALLY EXPANDED. ICIERSA'S FIRST YEARS WERE FINANCIALLY TROUBLED, DUE IN PART TO PROBLEMS ASSOCIATED WITH A FINISHED PRODUCT QUALITY. HOWEVER, THE FIRM'S OPERATIONS APPEAR TO HAVE STABILIZED AND ITS BUSINESS AND CREDIT RECORD IS GOOD. DOMINGUEZ' FAMILY ARE GENERALLY CONSIDERED TO BE CAPABLE AND SHREWD BUSINESSMEN. HUMBERTO DOMINGUEZ HIMSELF STARTED AS A WORKER AT HIS FATHER'S METAL CONTAINER FACTORY AND LATER BECAME A SALESMAN IN THE SAME FIRM. MEANWHILE, HIS FATHER, JULIO DOMINGUEZ, PROSPERED, VENTURED INTO OTHER BUSINESSES, AND BECAME ONE OF THE WEALTHIEST BUSINESSMEN IN PARAGUAY. HUMBERTO DOMINGUEZ IS THE SON-IN-LAW OF ALFREDO STROESSNER, WHO HAS BEEN PRESIDENT OF PARAGUAY SINCE 1954. WHILE THERE IS NO DOUBT THAT HUMBERTO HAS BEEN AIDED BY THIS RELATIONSHIP, AND THE INFLUENCE OF HIS OWN FAMILY, HIS OWN BUSINESS ACUMEN HAS MADE HIM SUCCESSFUL AND ALL INDICATIONS ARE THAT HE WILL CONTINUE EFFECTIVELY TO DIRECT ICIERSA. ICIERSA OPERATES FROM ITS OWN LARGE FACILITIES ON THE OUTSKIRTS OF ASUNCION; IT HAS DISTRIBUTORS IN ASUNCION AND THROUGHOUT THE COUNTRY; ADVERTISES ADEQUATELY; AND IS GAINING A GOOD REPUTATION. THIS FIRM IS CONSIDERED TO BE A SUITABLE TRADE CONTACT FOR AMERICAN FIRMS. BRIGGS

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